

2011 Military Health System Conference

The Buzz on Social Marketing: Don't be *That Guy* **Increasing Awareness. Shifting Attitudes. Changing Behavior.**

The Quadruple Aim: Working Together, Achieving Success

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January 24, 2011



Fleishman-Hillard International
Communications

Examine the Landscape

Understand Problem:

- Binge drinking rate in 2005 was 56% in 18-25 year-old active duty personnel (an increase from 53.8% in the 2002 survey)*

Identify Target Audience:

- E1-E4, junior enlisted active duty males, ages 18-24 in all branches of service
- Occasional binge drinker vs. problem drinker

*Source: *2005 Survey of Health-Related Behaviors Among Active Duty Military Personnel*



Set the Objectives

What are you trying to accomplish?

- Raise awareness of negative consequences of binge drinking
- Change attitudes about excessive drinking
- Change behavior and reduce binge drinking rates among junior enlisted



Select Theory & Develop Approach

Campaign design

- Stages of Change social theory

Campaign approach

- Harm reduction, rather than abstinence
- A community education model – build Partnerships
- Ongoing briefings/presentations to chain of command



Create Social Marketing Foundation

Secondary research

- Ongoing scientific literature review informs messaging, identifies new evidence-based practices

Primary research

- Multiple rounds of focus testing help evaluate/revise messaging and strategy
- Research with the target audience to inform communications and determine delivery channels
- Key informant interviews with audience and chain of command to assess and refine tactics

Campaign evaluation

- Wide range of process, outcome, and output evaluation factors help assess effectiveness

Conduct/Evaluate Focus Groups

Conducted testing at four installations in May 2006 (Nellis AFB, San Diego NAS, Camp Lejeune, Fort Bragg)

Findings...

- Audience perceives that culture endorses, reinforces partying/drinking
- Not concerned about long-term consequences of excessive drinking: effects on career, health
- Alcohol facts and health messages are less meaningful to this target audience
- Top down, chain of command message delivery not likely to be as effective as peer-to-peer interventions (no military look)
- Cannot make it an abstinence campaign

But . . .

- Short-term and social consequences more likely to resonate: Loss of control, embarrassment among peers
- Humor attracts, resonates strongly



Develop Strategies

What you do with your research makes all the difference!

- Employ non-traditional, innovative approach
- Surround audience with messages
- Use humor and entertainment to engage the young audience
- Focus on social disapproval and short-term negative consequences
- Push a peer-to-peer and viral approach as opposed to top-down/chain of command
- Refrain from a military look or feel (no uniforms or messages from leadership)
- No news articles or interviews



Develop Messages and Brand

ALWAYS ON DUTY
BE SAFE. BE SOBER.

ALWAYS ON DUTY
BE SAFE • BE SOBER



STAND STRONG



**TAKE BE SAFE
BE SOBER
CONTROL**





Develop Campaign Components

Develop theme, logo, materials and outreach plan

Think: Distribution, Awareness, Engagement:

Online Assets

- Web site (www.thatguy.com)
- Social media

Branded materials

- Advertising on & offline
- Video and radio PSAs

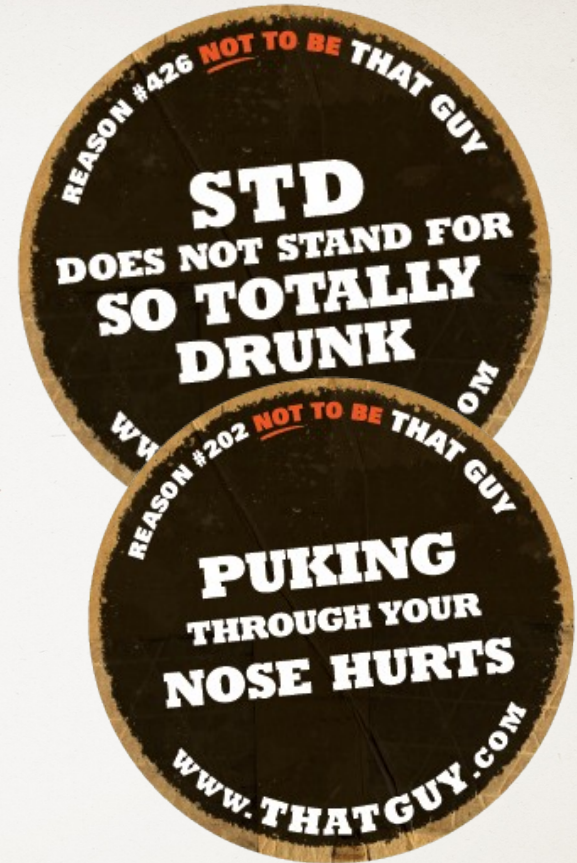
Partnerships and events



Launch Assets



Create Initial Materials



Test Campaign as Pilot

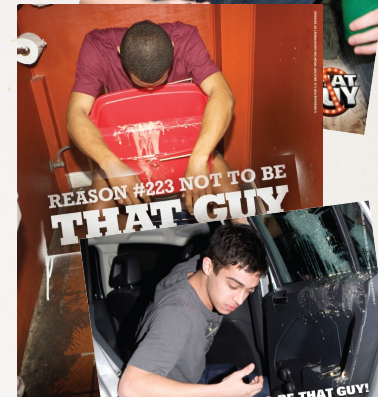
- Determines whether a campaign has an impact prior to investing additional dollars, time, and energy to launch a full, system-wide rollout.
- Pilot testing can also help identify how to:
 - Fine tune a campaign to make it even more effective (to maximize impact when rolled out system-wide).
 - Retain the most effective components of a campaign and eliminate the less effective/relevant ones (thus better managing budgets/costs).
- Provides validation and findings for reporting and engaging leadership
- Answers some initial questions about campaign effectiveness



Roll Out Campaign

- Launched campaign at four pilot markets (one per branch of service) in Dec. 2006
- Conducted focus groups at pilot installations to gain feedback and refine campaign in March 2007
- Rolled out campaign to installation POCs summer of 2007 and on ongoing basis

Create New Materials



Define Evaluation Measures

- Develop multiple process and outcome measures to evaluate campaign.
- Tap into and/or partner with existing research studies to leverage their findings.
 - The Health Related Behaviors and Status of Forces Surveys
- Summarize, present and package findings
 - Use findings to refine campaign and gain support and validation

Evaluate Campaign Results

HRB Results:

- Compared installations *with versus without* significant campaign engagement by evaluating 2008 Health Related Behaviors Survey
- Binge drinking rates lower at installations actively implementing *That Guy*
 - 36% at active versus 56% at inactive (Army)
 - 35% at active versus 45% at inactive (Air Force)
 - 45% at active versus 49% at inactive (Navy)
 - Marine Corps sample size too small to be included
- Overall, when looking at the combined rate of binge drinking among Army, Air Force, and Navy (target audience 17 to 24 year olds, E1-E3), the binge drinking rate is: 38% among all treated installations versus 49% for all control



Evaluate Campaign Reach

Online

- www.ThatGuy.com continues to engage - More than 1 MM sessions
- Eight minutes average time on site
- **More than 14,000** fans on Facebook

Materials & Engagement

- **Nearly 2MM** branded materials being used by all Services
- **More than 3,000** POCs engaged across the globe
- **42 states and 13 different countries** have *That Guy* campaign presence, including: United States, Japan, Germany, Italy, Spain, Turkey, Singapore, Cuba, Guam, South Korea, Saudi Arabia, Honduras, and Iraq
- **Millions reached through Video & radio PSAs broadcast around the world** pro bono through AFRTS, AAFES, and community stations





Use Knowledge to Refine Strategy & Tactics

- What did research reveal?
- Where is target audience getting the message?
- How is audience engaging with and reacting to messages?
- What are key stakeholders/POCs telling you?
- What new frontiers haven't you explored?
- What partners are strongest and how can you work together in future?

Stay Relevant

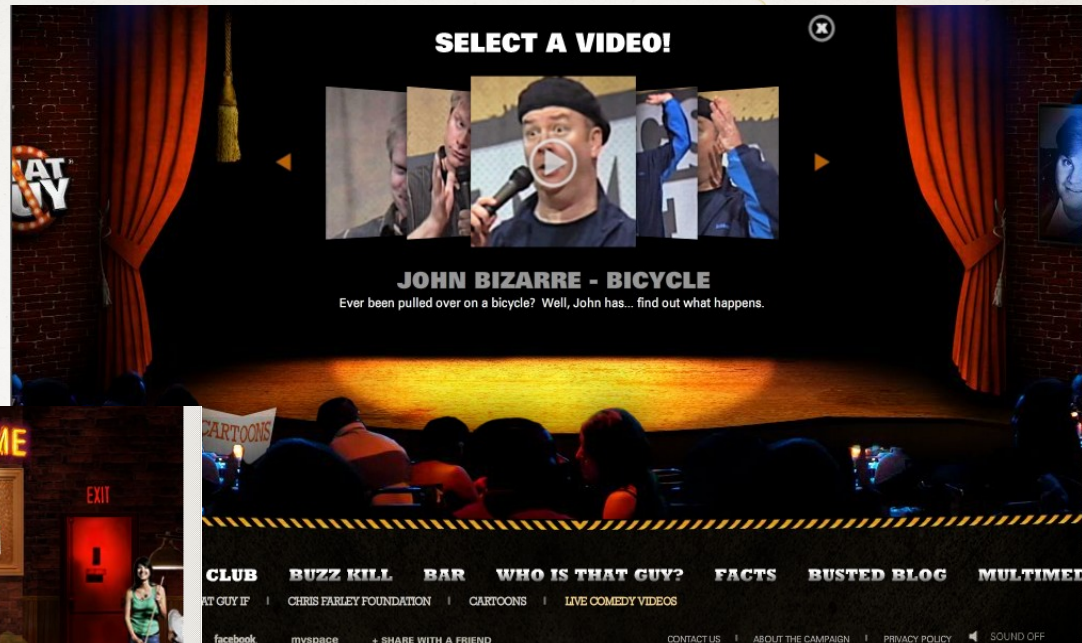
- Continue to listen to the target audience and better understand them
- Tighten focus
 - Expand reach (CONUS/OCONUS) for focus groups
 - Extend audience (women)
 - Make branch-specific
- Engage, obtain feedback from the broader community
 - Bar owners/managers
 - New partners and POCs
- Use research for campaign enhancement

Enhance Assets



Add New, Fresh Content

Comedy Club



Interactive Bar



Find the Voice



SUBSCRIBE TO RSS 

SEND TO A FRIEND 

REAL, UNSCRIPTED STORIES FROM THOSE WHO'VE ENCOUNTERED THAT GUY



DON'T SERVE THAT "DANCING" GUY

LAST SEEN GETTING SOAKED IN BEER WHILE DOING "THE WORM" ON THE BAR FLOOR

◀ NEXT ▶



SUBMIT A CAPTION



SUBMIT YOUR THAT GUY STORY

UH, HAPPY NEW YEAR?

After the ball drops, so does *That Guy*!



JANUARY 10, 2011 5:40 PM [SHARE THIS](#) | [0 COMMENTS](#)

SUBMIT A CAPTION WINNER - NOVEMBER 2010!

And the winning submission for the [Submit a Caption](#) contest is...
"dude... when did I eat corn pops?"
- (Submitted by Rikki)

Check back soon as we'll be posting a new photo for a new contest.
[To read more That Guy submissions, click here.](#)

ABOUT

THAT GUY BUSTED FEATURES REAL PEOPLE TALKING ABOUT THEIR EXPERIENCES WITH SOMEONE WHO'S BEEN THAT GUY. EACH NIGHT, THAT GUY IS ON DISPLAY SOMEWHERE - HAVING A FEW TOO MANY DRINKS AND LOSING CONTROL.

ARCHIVE

- JANUARY 2011 (1)
- NOVEMBER 2010 (1)
- AUGUST 2010 (2)
- JUNE 2010 (2)
- MAY 2010 (2)
- APRIL 2010 (2)
- MARCH 2010 (1)
- FEBRUARY 2010 (1)
- JANUARY 2010 (1)
- DECEMBER 2009 (2)
- NOVEMBER 2009 (3)
- OCTOBER 2009 (2)
- SEPTEMBER 2009 (1)
- AUGUST 2009 (3)
- JULY 2009 (4)
- MAY 2009 (3)
- APRIL 2009 (1)

RELATED LINKS

WWW.THATGUY.COM



Connect!

- More than 14,000 fans
- Allows campaign to interact and connect with young service members on a regular basis
- Provides key campaign messages in a familiar format
- Acts as a dynamic marketing vehicle for ThatGuy.com



Follow the Trends

The screenshot shows the YouTube channel page for 'That Guy Videos'. The page has a red background with a repeating 'THAT GUY' logo pattern. At the top, there's a white header with the YouTube logo, a search bar, and links for 'Browse', 'Upload', 'Create Account', and 'Sign In'. Below the header, the channel name 'That Guy Videos' is displayed with a 'Subscribe' button and tabs for 'All', 'Uploads', and 'Playlists'. The main video player shows a video titled 'Uh, Happy New Year?' with a play button in the center. Below the video player, there's a description: 'From: ThatGuyVideos | January 10, 2011 | 21 views. After the ball drops, so does That Guy!'. To the right of the video player, there's a list of uploads with thumbnails and titles: 'Uh, Happy New Year?' (21 views - 3 days ago), 'Getting Digits' (8 views - 1 week ago), 'Bedtime Barf' (9 views - 1 week ago), 'That Guy Busted (9)' (38 views), 'Wojman's Best Friend' (15 views), and 'Basket Case' (14 views). At the bottom left, there's a 'Profile' section with statistics: Channel Views (1,055), Total Upload Views (3,307), Age (26), Joined (June 03, 2008), Last Visit Date (16 hours ago), Subscribers (4), and Website (http://thatguy.com/). At the bottom right, there's a 'Recent Activity' section showing a list of recent uploads with thumbnails and titles: 'Uh, Happy New Year?' (3 days ago), 'Getting Digits' (1 week ago), 'Bedtime Barf' (1 week ago), and 'Get your Colicases' (1 week ago).

Surround the Audience



REASON #852 NOT TO BE THAT GUY
"I DON'T REMEMBER"
IS NOT A
LEGAL EXCUSE



Take it Mobile

- Downloadable Ringtones
- Mobile Site
- Mobile App
- SMS Opportunities



Promote Your Assets

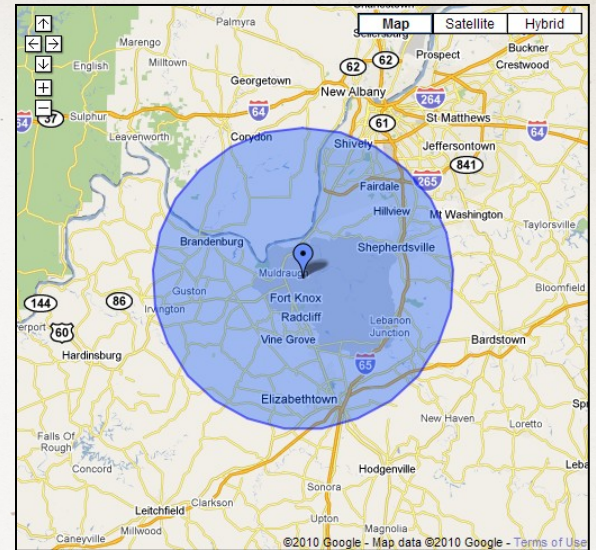
- Google
 - Geo-targeted ad campaign
 - Text ads
 - Banner ads
- Facebook
 - Military networks
 - Profile page ads

That Guy Busted



Real, unscripted stories from those who've encountered That Guy.

Chris Pan likes this ad.



Make it Easy and Accessible



RESOURCES

GET STARTED

GET MATERIALS

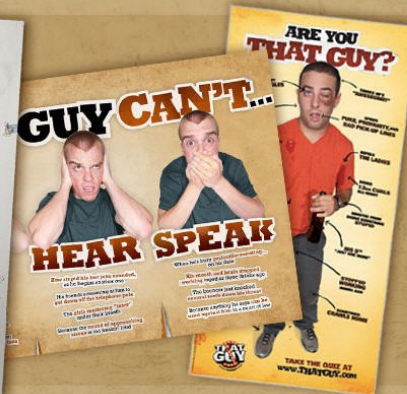
AD SHOWCASE

THAT GUY IN ACTION

3 LARGE POSTERS ORDER NOW!

Posters feature popular Web site content that encourages the reader to consider the social consequences of throwing back a few too many. The posters feature reasons not to be the stages of That Guy over the course of a night, and show the consequences of excessive drinking.

1 2 3



GET STARTED

GET MATERIALS

THAT GUY IN ACTION



Sustain Relationships



July 2009, Issue 4

Who Is That Guy?

So who is That Guy anyway? Chances are, you know him...or her. *That Guy* is anyone who, after drinking excessive amounts of alcohol, loses control of self or situation with humiliating or embarrassing results. To combat such tendencies, the Department of Defense/TRICARE Management Activity has introduced an integrated marketing campaign, Don't Be That Guy. The campaign uses humor to exemplify the short-term social consequences of excessive drinking among active duty, junior enlisted personnel, ages 18 to 24, pay grades E1 – E4, across all four branches of service.

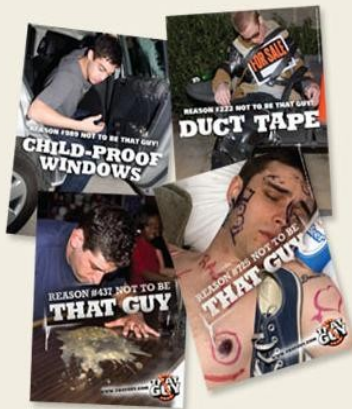
Get Involved

It's EASY to get involved. Visit www.thatguy.com/resources for more information and ideas. To order FREE campaign materials, send your request to us at info@thatguy.com with your name, installation, street address and telephone number. We will mail everything to you FREE OF CHARGE!

"The material is still well received especially the deck of cards, key chains and coasters. I distributed posters/flyers thru our units to be posted on dayrooms, hallways, etc...the other thing that is well received, and I based on during different events, is the post cards. I think the [campaign] is fun and easy to follow by our audience and they

NEW POSTERS – 'REALITY SERIES'

Our new series of eight mini-posters (8-1/2" x 11") captures some of the realism and negative consequences of becoming *That Guy*. All posters are available for FREE – order yours today by e-mailing info@thatguy.com!



NEW STATIC CLING DECALS: FOR WINDOWS EVERYWHERE

Order new *That Guy* static cling decals by emailing info@thatguy.com. These 4"x4" versions of the *That Guy* logo with URL can be placed on car windows, building entrances, or storefronts on your installation – and in your community.





THE BUZZ ON THAT GUY

A NEWSLETTER FOR THE SUPPORTERS OF THAT GUY WORLDWIDE

DECEMBER 2010

Issue 7

FIVE MORE YEARS OF THAT GUY!

HAPPY HOLIDAYS FROM THAT GUY!

As we all know, with the holiday season comes celebration - and far too often, an increase in excessive drinking. From December festivities to New Year's Eve and even through Super Bowl Sunday, the winter season is full of reasons to spread good tidings. That's why this winter, 'tis the season to do your part for *That Guy*.

SO HOW DOES THAT GUY STACK UP?

RAISING AWARENESS: Since its start in 2006, *That Guy* has now reached a 44 percent awareness level.* The campaign is active in 550 installations and www.ThatGuy.com has collected more than a million visitors, and nearly 3,000 POCs are helping deploy the campaign.

REDUCING BINGE DRINKING: Overall, among enlisted ages 17 to 24, binge drinking dropped from 51 percent in 2005 to only 46 percent in 2008 (across Army, Air Force, Navy and Marines), according to the 2008 Health Related Behaviors Survey results. What's more impressive, the findings show that the binge drinking rate was 11 percent lower among all participating installations overall versus those installations that had little or no involvement in the campaign (38 percent vs. 49 percent).

* According to the recently released DMD Status of Forces report.

HOT OFF THE PRESSES:



Popular *That Guy* cartoons are now available in pop-up tent cards for tables, desks, bar tops and food courts. [Order online](#) today!

In 2011, be on the lookout for:

- New monthly poster series
- New *That Guy* cartoons
- New coaster series and more

THAT GUY GAINS FANS

Approximately 80 percent of 18 to 24 year olds in the U.S. have a Facebook account. And, according to *That Guy* focus group testing, Facebook is an integral part of the lives and activities of the junior enlisted. Government agencies and campaigns across all branches of the military have embraced Facebook and in February 2010, the campaign launched a *That Guy* Fan Page at www.facebook.com/thatguy. Facebook allows the campaign to directly connect with the target audience and deliver critical messages in an environment where they are spending much of their time and communicating with their peers. The page allows E1-E4's to share stories, resources, and build a community that emphasizes the message that drinking to excess is not cool.

That Guy Facebook Page is Going Strong

- Nearly 14,000 fans
- We have integrated applications into the page, including the popular Are You That Guy? Quiz
- Fans provide the page with videos, photos, comments and more
- Our page continues to grow and refer traffic to the www.ThatGuy.com, bringing in around 1,800 users a month



Help Us Keep it Growing!

Get involved by adding *That Guy* as a "favorite page" on your installation's fan page, or share the link to the campaign Web site by clicking the "I like" button, at the top of your page, and by clicking www.ThatGuy.com.



WWW.THATGUY.COM

Stay Fresh and Timely

- Timely materials
Monthly posters
- New holiday cartoons
- Integrate on and offline assets



Identify and Nurture Allies

- Armed Forces Radio and Television Service (AFRTS)
 - Single Marine Program (SMP)
 - Better Opportunities for Single Soldiers (BOSS)
 - Family and Morale, Welfare and Recreation (FMWR)
 - Navy Liberty Program
 - Navy Installation Command
 - Marine Corps Semper Fit Program Office
 - Marine Corps Community Services (MCCS)
-
- Air Force Drug & Alcohol Abuse Program (ADAPT)
 - Marine Corps HQ Safety Division
 - Air Mobility Command (AMC)
 - Army Center for Substance Abuse Program (ACSAP)
 - Navy Alcohol and Drug Abuse Prevention (NADAP)
 - United Service Organizations (USO)
 - Army & Air Force Exchange Service (AAFES)
 - Armed Forces Network (AFN)



THE BUZZ ON SOCIAL MARKETING

Questions?

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